

4 Benefits of Using Mareana Connected Intelligence Hub



The amount of data generated daily is huge — and [90 percent of that data](#) is unstructured data.

Storing unstructured data in a conventional column-row database or spreadsheet is not easy, making it more complicated to analyze, and searching through it has been next to impossible until now. Unstructured data analytics platforms, such as Mareana Connected Intelligence Hub, are powered by Artificial Intelligence (AI) to help organizations access insights from unstructured data. Here, we provide the five significant benefits of leveraging an unstructured data hub for your organization.



01 Save Hundreds of Manual hours

Mareana Connected Intelligence Hub extracts contextual data and information from drawings, pdf, doc, txt, images, handwritten text, labels, brochures, and others. It helps to reduce manual entries from paper records to digital.



02 Regulatory Risk Reduction

Unstructured data is more complicated and comes from a broader set of sources, making it difficult and laborious to contextualize. What you cannot see, you cannot control and this means increased risk of regulator action. Mareana's Connected Intelligence Hub reduces risk and ensures compliance by effortlessly connecting the value and context of data no matter the format or source.



03 Regulatory Risk Reduction

Analysis of customer sentiment, feedback, and other unstructured insights can significantly improve customer service, user adoption, and success. Unstructured data such as transcripts, email messages, handwritten records, social media posts, etc. all contain valuable information that can help determine and prioritize the necessary adjustments needed to enhance the customer experience."



04 Faster Analytics

By eliminating guesswork, using the most appropriate up-to-date drawings, and eliminating duplicates – analysis of unstructured data can become dramatically more efficient and effective. Legacy storage systems are severely disadvantaged to handle the variety and volume of data in a contextually relevant way to make data driven decision. Mareana Connected Intelligence Hub ascends above modern day limitations so that the focus is on deep analytics rather than data management.



➤ [Contact a data expert](#) to help you achieve sustainable outcomes now.

About Mareana

Mareana is a leader in AI and data science with enterprise software generating insights for manufacturing, supply chain, and sustainability. Our core artificial intelligence rewrites the rules on connecting data and delivers superior outcomes because we effortlessly harness all data and its full potential. We drastically improve visibility and control in your organization so you can proactively sense and respond to dynamic changes in real-time.

We have delivered over \$1 billion in economic value to global leaders in life science, consumer goods, chemical, food & beverage, and general manufacturing industries.

Our commitment to continuous innovation has been recognized by Gartner, who named us a "Cool Vendor in AI" and we have been featured as a thought leader in Silicon Review and Manufacturing Insights magazine.

